

## Kentucky Occupational Skill Standards List

### 2002 Retail Services

<b>AA</b>		<b>UNDERSTAND FUNDAMENTAL BUSINESS, MANAGEMENT, AND ENTREPRENEURIAL CONCEPTS THAT AFFECT BUSINESS DECISION MAKING</b>
AA	001	Demonstrate basic word-processing skills
AA	002	Demonstrate basic presentation software skills
AA	003	Demonstrate basic database skills
AA	004	Demonstrate basic spreadsheet skills
<b>AB</b>		<b>UNDERSTAND CONCEPTS, STRATEGIES, AND SYSTEMS NEEDED TO INTERACT EFFECTIVELY WITH OTHERS</b>
AB	002	Use proper grammar and vocabulary
AB	003	Explain the nature of effective verbal communications
AB	004	Persuade others
AB	005	Make oral presentations
AB	008	Write informational messages
AB	009	Write inquiries
AB	011	Prepare simple written reports
AB	012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)
<b>AC</b>		<b>UNDERSTAND THE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING</b>
AC	001	Distinguish between economic goods and services
AC	002	Explain the concept of economic resources
AC	003	Describe the nature of economics and economic activities
AC	004	Determine forms of economic utility created by marketing activities
AC	005	Explain the principals of supply and demand
AC	006	Describe the concept of price
AC	007	Explain the types of economic systems
AC	008	Determine the role of government in business
AC	009	Explain the concept of private enterprise
AC	010	Identify factors affecting a business's profit
AC	011	Determine factors affecting business risk
AC	012	Explain the concept of competition
AC	013	Explain the concept of productivity
AC	017	Explain measures used to analyze economic conditions
<b>AD</b>		<b>UNDERSTAND CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH</b>
AD	001	Complete a job application
AD	002	Interview for a job
AD	003	Write a follow-up letter after job interviews
AD	004	Write a letter of application
AD	005	Prepare a resume
<b>EA</b>		<b>UNDERSTAND CONCEPTS, STRATEGIES, AND SYSTEMS NEEDED TO INTERACT EFFECTIVELY WITH OTHERS</b>
EA	001	Apply effective listening skills
EA	002	Address people properly
EA	003	Follow directions
EA	004	Respect the privacy of others
EA	005	Describe ethical considerations in providing information
EA	006	Treat others fairly at work
EA	007	Develop cultural sensitivity

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EA	008	Foster positive working relationships
EA	009	Participate as a team member
EA	010	Show empathy for others
EA	011	Use appropriate assertiveness
EA	012	Demonstrate problem-solving skills
<b>EB</b>		<b>UNDERSTAND CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH</b>
EB	001	Identify desirable personality traits important to business
EB	002	Maintain appropriate personal appearance
EB	003	Maintain positive attitude
EB	004	Demonstrate interest and enthusiasm
EB	005	Demonstrate responsible behavior
EB	006	Demonstrate honesty and integrity
EB	007	Recognize personal biases and stereotypes
EB	008	Demonstrate ethical work habits
EB	009	Work with guidelines
EB	010	Demonstrate initiative
EB	011	Demonstrate self-control
EB	012	Demonstrate appropriate creativity
EB	013	Identify personal interests and skills for success in marketing and business
EB	014	Explain the concept of self-esteem
EB	015	Use feedback for personal growth
EB	016	Adjust to change
EB	017	Make decisions
EB	018	Set personal goals
EB	019	Use time-management principles
EB	020	Analyze employer expectations in the business environment
EB	021	Explain the rights of workers
EB	022	Identify sources of career information
EB	023	Identify tentative occupational interest
EB	024	Explain employment opportunities in marketing
EB	025	Utilize job-search strategies
EB	026	Explain the need for ongoing education as a worker
EB	027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
EB	028	Explain possible advancement patterns for jobs
EB	029	Identify skills needed to enhance career progression
EB	030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)
EB	031	Use networking skills
<b>OA</b>		<b>INITIATE CUSTOMER CONTACT</b>
OA	001	Determine customer needs by listening and asking questions
OA	002	Make shopping experience enjoyable for customer
OA	003	Give customer appropriate greeting
OA	004	Direct customer to additional services such as delivery, alterations, gift wrapping
OA	005	Refer customer to another department/store
<b>OB</b>		<b>BUILD CUSTOMER REALATIONS</b>
OB	001	Follow through on commitments made to customers

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OB	002	Respond to personal needs of customers
OB	003	Honor manufacturers' warranties
OB	004	Adhere to company return policy
OB	005	Handle customer complaints
OB	006	Balance responsive phone service with in-store service
OB	007	Maintain key information on customers
OB	008	Conduct customer follow-up
OB	009	Provide customer with personalized business card
OB	010	Complete special orders
OB	011	Schedule personal appointment with shopper; select merchandise in advance
<b>OC</b>		<b>DETERMINE CUSTOMER NEEDS</b>
OC	001	Listen and ask open-ended questions
OC	002	Acquire and apply product knowledge
OC	003	Request product feedback from customer
OC	004	Handle customer objections
OC	005	Verify product is appropriate for customer use
OC	006	Offer alternative sales options
<b>OD</b>		<b>BUILD THE SALE</b>
OD	001	Motivate customer to return for future purchases
OD	003	Review current advertising and promotions
OD	004	Test products to be displayed
OD	005	Handle customer returns; transform into new sale
OD	006	Initiate/create special promotions
OD	007	Convert phone calls into sales
OD	008	Encourage customer to open credit accounts and purchase gift certificates
<b>OE</b>		<b>CLOSE THE SALE</b>
OE	001	Assist customer in making purchase decision
OE	002	Handle transactions and related paperwork
OE	003	Inform customer of return/exchange policy
OE	004	Open, maintain, and close cash register
OE	005	Package merchandise properly
OE	006	Assure that shipping/mailings/deliveries are handled properly
<b>OF</b>		<b>TAKE INVENTORY</b>
OF	001	Check in merchandise against paperwork
OF	002	Assure accurate pricing on merchandise
OF	003	Review stock and re-stock as appropriate
OF	004	Locate merchandise through inventory system
OF	005	Participate in periodic inventory process
<b>OG</b>		<b>TRANSFER INVENTORY</b>
OG	001	Prepare returned merchandise for resale
OG	002	Return inventory to manufacturer/vendor
OG	003	Initiate and/or respond to requests for merchandise transfer
OG	004	Identify damaged items and handle appropriately
OG	005	Initiate repair order
OG	006	Complete special orders
<b>OH</b>		<b>MAINTAIN STOCK, SELLING, AND CUSTOMER SERVICE AREA</b>
OH	001	Organize and maintain supplies

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OH	002	Organize stockroom and storage areas
OH	003	Clean selling and customer services areas
OH	004	Report need for repairs or replacement
<b>OI</b>		<b>MAINTAIN PRODUCT PRESENTATION AND DISPLAYS</b>
OI	001	Arrange merchandise
OI	002	Relay feedback from customers on the effectiveness of displays
OI	003	Maintain displays following company display guidelines
OI	004	Dismantle displays
<b>OJ</b>		<b>IDENTIFY AND PREVENT LOSS</b>
OJ	001	Alert customer to your presence/availability
OJ	002	Attach and remove security devices
OJ	003	Account for items after customer use of dressing rooms
OJ	004	Report stock shrinkages
OJ	005	Report security violations
OJ	006	Monitor floor merchandise
OJ	007	Alert sales associates to suspicious customers
<b>OK</b>		<b>FOLLOW SAFETY PROCEDURES</b>
OK	001	Report safety problems in the department/store
OK	002	Follow emergency procedures
OK	003	Maintain accurate records
<b>OL</b>		<b>SUPPORT CO-WORKERS</b>
OL	001	Share ideas and information about selling, marketing, products, customers, feedback and loss control
OL	002	Attend store meetings and major events
OL	003	Assist/turnover sale to co-worker to better serve customer and company
OL	004	Assist with training and orientation of new employees
OL	005	Work out schedule conflicts with co-workers
<b>OM</b>		<b>CREATE COMPETATIVE ADVANTAGE</b>
OM	001	Research the competition (products, prices, and services)
OM	004	Develop personal and professional goals